

FSC-123-B		7/22/98	
SUBJECT: Merchandising Selling Tools and Informational Updates			
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(Please distribute to Sales Reps.)

Objective: Provide updated knowledge and enhanced selling tools to better support Field selling efforts.

Purpose: Allow Field Sales to better leverage selling tools (i.e. **QkPOG2** and **PRP Bundling** applications), **GamePlan** and CAPS presentation information utilizing newly acquired out-of-stock learning.

To assist you in educating the retail trade and selling the new RJR Merchandising Programs, the following subjects are outlined in this letter:

- Convenience Store News Out-of-Stock Study - Field Distribution
- CAPS update - Out-of-Stock/SKU Management and C-Gas gatefolds
- Game Plan Presentation update
- QkPOG 2 Enhancement
- PRP Bundle Enhancement

Convenience Store News Out-of-Stock Study

- Circulation of reprints from a February 1998 *Convenience Store News* Out-of-Stock Study will be mailed week of 7/20 to ROUs. ROUs to mail to all Sales Managers and Sales Representatives week of July 27.
 - This comprehensive study shows clearly that "in-stock means in business" and shows that out-of-stock in the tobacco category has the greatest potential impact in Conv/Gas stores.
 - The study results are a "wake-up call" to retailers that we should share with our accounts in our role of Category/Business Advisor.
 - This further supports RJR philosophy relative to SKU management with data that is even more compelling than RJR's historical learning.

CAPS Update

- This important CSN 26-page study has been summarized and added to CAPS, C-Gas gatefold, (Out-of-Stock Impact slide) and the SKU management gatefold, (What's At Stake and CSL Impact slides).
 - The CSL Impact slide has been revised for you to compare two "What If" scenarios comparing different CSL levels, using the CSN study results.

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Game Plan Presentation Update

- The GamePlan presentation, in the SR ToolKit, can now be customized directly in Powerpoint through the use of linked Excel spreadsheets (similar to the Promotion Sell Sheets).
 - You may now customize GamePlan information for the RJR Retail Partners Resource Plan Proposal (slide #26), Competitive Resource Comparison (slide #28) and O-O-S/SKU Impact Analysis (slide #29) directly in Powerpoint.
 - Simply double-click on the grids to add new information to the presentation.
 - *Help* has been updated on how to use the revised GamePlan file available within the SR ToolKit.
 - Please note that this update is not reflected on the *New World CD* (distributed last May).

QkPOG2

- The **QkPOG2** application can now be used for both new world and traditional planograms.
 - You can navigate around QkPOG2 and select print options by using the new drop-down menu.
 - Additional objects have been added to allow you to do traditional planogramming and to layer information (planogram objects), so you can do more types of planograms.
 - New demos, as well as Updated Help on how to use QkPOG2, are also available within the SR ToolKit.

PRP Bundle Enhancement

- The **PRP Bundle** application now has an Industry Options section. This enhancement has been added as an option to reflect all potential RJR as well and competitors' programs, as needed for a given retailer.
 - To use this enhancement, select "Go To Industry Options" in the PRP Bundle drop-down menu.
 - New demos, as well as Updated Help on how to use PRP Bundle, are also available within the SR ToolKit.
- The regular RJR ToolKit (Managers Only) will also be updated with the new versions of both the **PRP Bundle** and the **QkPOG2** applications. The Game Plan presentation is available only from the SR ToolKit.

Timing

All downloads of the enhancements/updates to Field Sales PC's are scheduled to be completed on or about July 25, via normal ("reports only") communications.

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